REP HEADLINE# 6387728 TRF# E:063877 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

CHANGES *:

NOV2/12 12.40 *** WFLA-TV ***

:LINE#:REP	CON CM AM	TH.		CITY TAX	FLIGHT DA	PRDCT AME	ORDER #			AGY #	ADV #
:CD: TIME PERIOD : LGTH : SEC : RATE : START	AMERICAN CROSSROADS	THIZ REV CANCELED LINE 45 (MONEY WILL BE MD'GD ON HL #6394592) REV TTL \$255,850 @110X PLEASE CONFIRM THANKS! KIM FOR MEGHAN		STATE TAX	DATES OCT24/12 OCT30/12 WK-1	RICAN CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, I	CONTRACT # 6387728	ALEXANDRIA, VA 22314	66 CANAL CENTER PLAZA, SUITE 555	AGY: NAME CROSSROADS MEDIA LLC	ADV. NAME ISS/AMER. CROSSROADS
: END :						NVOICE)	CLASS: NATL.		SALES PRSN	BUYER NAME	界田 P. #
SPTS: WEEK : /WK: INVT :			U.				I. LOCAL		WA- MEGHAN I	MICHELLE SAN	OFF.#
DAYS :			DATE NOVZ/12		**************************************		REGIONAL	Andrews A. J	MCGARR (H)	SANTUOSO	SALESMAN #
:TOTE:			12.40								TT*

OCT/12 164990.00	PROGRAM :	45 8	AGENC	:LINE#:REP :CD:
NOV/12	MEET PRESS-SUN	1000A-1100A	AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27	TIME PERIOD
90860.00	dia dis	30	DE == 11	: LGTH : SEC
		\$6,500.00	AGENCY EST# :	RATE
		10/28	= 1257	: START : DATE
		10/28		: END :
CONTRACT TOTAL		0		END :SPTS: WEEK DATE : /WK: INVT
TRACT TOTAL		SCN		DAYS
255850.00 110		0	**************************************	SLAS: TLOL: SA

REP HEADLINE# 6387728 TRF# E:063877 \$\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703~516~9399 FAX# /U3-U1U CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES FAX# 703-516-9680

NOV2/12 12.40 *** WFLA-TV ***

: LINE#: REP :LINE#: : CD: TIME PERIOD LGTH ., SEC .. ,, RATE START DATE END :SPTS: HVVH XHHX DAYS :SPTS: : TOTL:

MARKET TOTALS \$984,038 WFLA 26% WMOX % C 10 C 10 WTSP 25% WTVT 0 2 % 4 % WTOG CABL 0 0 WTTA 0%

WMOR 0%

SHARES ARE ACCURATE, EXCEPT WIVE WHICH IS ESTIMATED

DEMOS- RA35+* SVC- NSI

F-CLASS, FLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-FAID FGM CHCANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF T-TIME DATES X-LATE L-LENGTH Y-DAYS Z-COMMENTS *-MULTIPLE M-MAKEGOOD N-PROGRAM NAME

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client: A	American Crossroads/ Issue	Submission Cost:	255850	Campaign Ref:	E:063877280
Buyer:	·	Client/Product/Estimate:	11 /27 /1257	Sales Rep:	HRP Washington, DC
Schedule Dates: 1	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est/PO Number: 0	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	do			Business Category: Transactiona	Transactional

Demographic:	Product:
(L) Household	American Crossroads
Order:	Booking Group: WFLA
Key Market:	
: Tampa-St. Petersburg, FL	THE THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS OF THE PR

			9		œ		7		0		Ċη		4		ω		Ŋ			Ref
		**************************************	M-F 2p Rachael Ray	· 17	M-F 12p Today Show III		M-F 11a Daytime	: 	M-F 1135p ET / 1035p CT Tonight Show	; 17	M-Su 11p News	: :	M-F 1030a Extra	111	Fri 10p ET / 9p CT Dateline NBC Friday	F	M-F 10a News	: :: :	M-F 1p Days Of Our Lives	Sales Product Details
		LA LA LA LA LA COMPANION DE LA	02		01		02		07		01		02		01		02		02	Rev Type
	Weekly		1		1						1									
Closed PR	Weekly Totals: Total Spots(Ord Spots)		450		400		225		1300		2500		250		10000		275		600	Rate
	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
· · · · · · · · · · · · · · · · · · ·	1000		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	
>	69		1		1		1						1		-1		1		-1	10/22
7	41																			10/29
2	110		1		1				_1		1		1		1					Total
			450		400		225		1300		2500		250		10000		275		600	Cost

66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







P.O. Box 1410 Tampa, FL 33601

WFLA-TV

PHONE (813) 228-8888

Client:	American Crossroads/ Issue		Submission Cost:		255850	C	Campaion Ref:	F-063877280	1772RN	
Buyer:	÷.		Client/Product/Estimate:		11 /27 /1257	Ç,	ales Rep:	HRP W	√ashington [റ്
Schedule Dates:	e Dates: 10/22/12 to 11/04/12		Weeks:		2	0	Order Ref:	063877	06387728	
Est/PO Number:	Number: 06387728		Contract type:		Political	æ	Business Type:		ICAL.	
Associat	Associated Copies: No		- Aller - Alle			В	Business Category: Transactional	Ş	ctional	
Ref	Sales Product Details	Rev Type		Rate	Spot	divides a service of the service of	10/22	10/29	Total	Cost
- Control of the Cont										
10	M-F 3p Doctors	02		750	30	Nbr of Spots	1		1	750
					Comme					
11	M-F 4p Dr Oz	01		1130	30	Nbr of Spots	-		_	1130
					Comme					
12	M-F 5p News	01		1700	30	Nbr of Spots	-			1700
	11				Comme					
13	M-F 530a News	01		550	30	Nbr of Spots	1		1	550
	; ;				Comme					
4	M-F 530p News	01		1700	30	Nbr of Spots	-		1	1700
	: :11				Comme					
15	M-F 6p News	01		2600	30	Nbr of Spots	-1			2600
					Comme					
5	M-F 6a News	01		1500	30	Nbr of Spots	1		1	1500
					Comme					

7

M-F 10a News

02

Weekly Totals: Total Spots(Ord Spots)

Comme

33

Nbr of Spots

Comme

30

Nbr of Spots

Closed PR

ع ا 9

41

110

02

9

9

2

2200

30

Nbr of Spots

Comme

2000

30

Nbr of Spots

Comme

1050

38

Nbr of Spots

Comme

20

M-F 1p Days Of Our Lives

ő

M-F 9a Today Show II

M-F 7a Today Show

17

M-F 7p News

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Dugition
Campaign Ref: E:06387728 Sales Rep: HRP Washin Order Ref: 06387728 Business Type: POLITICAL Business Category: Transactiona

	2	->	-			Closed PR				
	110	41	69	***************************************	Ord Spots)	Weekly Totals: Total Spots(Ord Spots)				
2600		1		Nbr of Spots	30	2600		01	M-F 6p News	33
					Comme				M	
1700	1	٦		Nbr of Spots	30	1700		10	M-F 530p News	32
					Comme				M	
550	1			Nbr of Spots	30	550		01	M-F 530a News	31
					Comme				M	
1130	-	3		Nbr of Spots	30	1130		01	M-F 4p Dr Oz	36
					Comme				M	
750	1	1.1		Nbr of Spots	30	750		02	M-F 3p Doctors	29
					Comme	•			M	
450	1	1		Nbr of Spots	30	450		02	M-F 2p Rachael Ray	28
					Comme				M	
400	1			Nbr of Spots	30	400		01	M-F 12p Today Show III	27
					Comme				M	
225	-1	-		Nbr of Spots	30	225		02	M-F 11a Daytime	26
					Comme				X	
1300	_1			Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	25
					Comme				M	
2500		1		Nbr of Spots	30	2500		01	M-Su 11p News	24
					Comme				M	
250	uà.			Nbr of Spots	30	250		02	M-F 1030a Extra	23
					Comme				M	
7500	1	1		Nbr of Spots	30	7500		01	Mon 10p ET / 9p CT Revolution	22
Cost	Total	10/29	10/22		Spot Type	Rate	Je	Rev Type	Sales Product Details	Ref
	*						4			

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

					PHC	PHONE (813) 228-8888	8888-83		
Client:	American Crossroads/ Issue		Submission Cost:	255850	Ca	Campaign Ref:	E:0638	E:063877280	
Buyer:	4.		Client/Product/Estimate:	11 /27 /1257	Sal	Sales Rep:	HRP V	HRP Washington, DC	DC
Schedule Dates:	10/22/12 to 11/04/12		Weeks:	2	Or	Order Ref:	06387728	728	
Est/PO Number:	06387728		Contract type:	Political	Bu	Business Type:	POLITICAL	ICAL	
Associated Copies: No	: No	***************************************			Bu	Business Category: Transaction:	ny: Transa	ctional	
Box Solo Doding Details	All the Data in	†	The state of the s	Spot		2000			

	2	4	-1			Closed PR			
	110	41	69		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)			
1000				Nbr of Spots	30	1000	01	The state of the s	44
				The state of the s	Comme	anam.		S.	
7000				Nbr of Spots	30	7000	2	Sat 630p ET / 530p CT NBC Nightly News	43
					Comme			S.	
2650			1	Nbr of Spots	30	2650	01	Sat 1130p ET / 1030p CT Saturday Night Live	42
					Comme	-		S.	
2500				Nbr of Spots	30	2500	01	M-Su 11p News	41
					Comme			M	
1050		1		Nbr of Spots	30	1050	01	M-F 9a Today Show II	40
					Comme			M	
15000		1		Nbr of Spots	30	15000	02	Mon 8-10p ET / 7-9p CT Voice	39
					Comme			M	
2200	. ســــــــــــــــــــــــــــــــــــ	-		Nbr of Spots	30	2200	01	M-F 730p Entertainment Tonight	38
					Comme			М	
2000				Nbr of Spots	30	2000	01	M-F 7a Today Show	37
					Comme			M	
2200	->			Nbr of Spots	30	2200	01	M-F 7p News	36
					Comme			M	
7000				Nbr of Spots	30	7000	01	M-F 630p ET / 530p CT NBC Nightly News	35
					Comme			A	
1500				Nbr of Spots	30	1500	0.1	M-F 6a News	34
				Addition	Comme			M	
Cost	Total	10/29	10/22		Spot Type	Rate	Rev Туре	Sales Product Details	Ref
	de de la constante de la const	Section of the sectio	011000	,			MANAMENTAL PROPERTY OF THE PRO	The state of the s	

Suite 555 66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

) 	American Crossonds/ Issue	1	9		077070		>		744700	
CHE II.	Alliencan Crossidads/ Issue		aupmission Cost:		000007		Campaign Ker:	E:0638	E:0638//280	
Buyer:			Client/Product/Estimate:	imate:	11 /27 /1257		Sales Rep:	HRP V	HRP Washington, DC	DC
Dana			Weeks:				Order Ket:		128	
Est/P0	Est/PO Number: 06387728		Contract type:		Political		Business Type:	POLITICAL	ICAL	
Associa	Associated Copies: No					***************************************	Business Category: Transactional	jory: Transa	actional	***************************************
Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/22	10/29	Total	Cost
	Sat 7a Today Show					***************************************				
	S.				Comme					
45	Sun 10a Meet The Press	01			30	Nbr of Spots				
	S				Comme	Closed PR	1		-1	-
46	Sun 6p News	01		1600	30	Nbr of Spots	1		1	1600
	S				Comme					
47	Sun 630p ET / 530p CT NBC Nightly News	01		8000	30	Nbr of Spots	>		>	8000
	S				Comme					
48	Sun 8a Today Show	01		1100	30	Nbr of Spots	1		-1	1100
	s				Comme					
49	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	30	Nbr of Spots				28000
	S				Comme					
50	Sun 9a News	01		600	30	Nor of Spots	1			600
	S				Comme					
51	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots	7		>	600
	T				Comme					
52	M-F 10a News	02		275	30	Nbr of Spots	1			275
	T				Comme					
53	Thu 10p ET / 9p CT Rock Center	01		8000	30	Nbr of Spots	3		11	8000
					Comme					

55

M-Su 11p News

9

Weekly Totals: Total Spots(Ord Spots)
Closed PR

2500

30

Nbr of Spots

69

41

2 110

22

Comme 30

250

Nor of Spots

Comme

7

M-F 1030a Extra ...T...

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

American Crossroads/ Issue Submission Cost: 258850 Campaign Ref: 258850 Campaign Ref: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 06387728 Contract type: Political Business Category:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Contract type: Political Business Type: 95: No Business Category:					Spot	1	1		7.5
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 06387728 Contract type: Political Business Type: Business Category:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Contract type: Political Business Type: ss: No Business Category:				***************************************					
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 11/27/1257 10/22/12 to 11/04/12 Weeks: Contract type: Submission Cost: 25880 Campaign Ref: 11/27/1257 Sales Rep: 10/der Ref: Contract type: Political Business Type:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Contract type: Political Business Type:		Transactional	gory: Ti	Business Cate		HWP		. No	ssociated Copies
American Crossroads/ Issue Submission Cost: 25880 Campaign Ref: Client/Product/Estimate: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref:		OLITICAL		Business Type	Political	ontract type:	cc	06387728	Est./PO Number:
American Crossroads/ Issue Submission Cost: 258850 Campaign Ref: Client/Product/Estimate: 11/27/1257 Sales Rep:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref:)6387728	9	Order Ref:	2	feeks:	W	10/22/12 to 11/04/12	Schedule Dates:
Submission Cost: 255850 Campaign Ref:	American Crossroads/ Issue Submission Cost: 255850 Campaign Ref:	ń, DC	IRP Washington	I	Sales Rep:	11 /27 /1257		CL	•	Buyer:
			E:063877280		Campaign Ref	255850	ubmission Cost:		American Crossroads/ Issue	Client:

2	1				Closed PR				
41		69		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Week			
			***					NCW S	
			Nbr of Spots	30	7000		01	M-F 630p ET / 530p CT NBC Nightly	66
				Comme					
		1	Nbr of Spots	30	1500		01	M-F 6a News	65
				Comme					
			Nbr of Spots	30	2600		01	M-F 6p News	64
				Comme					
		1	Nbr of Spots	30	1700		01	M-F 530p News	63
				Comme				T	
		_	Nbr of Spats	30	550		01	M-F 530a News	62
				Comme				:. T	
		-	Nbr of Spots	30	1130		01	M-F 4p Dr Oz	61
				Comme				T	
		-1	Nbr of Spots	30	750		02	M-F 3p Doctors	60
				Comme					
		-1	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	69
				Comme				T	
1		-1-	Nbr of Spots	30	400		01	M-F 12p Today Show III	58
				Comme				T	
1		-1	Nbr of Spots	30	225		02	M-F 11a Daytime	57
1				Comme	William Control of the Control of th			:	
1		_1	Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	56
				Comme				T	
/29	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
 	jë O	business category: Transactional	DI.			- HWAT		roccama copies. 10	100000

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client:	American Crossroads/ Issue		Submission Cost:		255850	Campaign Ref:		E:063877280	
Buyer:	3 .		Client/Product/Estimate:	æ	11 /27 /1257	Sales Rep:		HRP Washington, DC	<u></u>
Schedule Dates:	10/22/12 to 11/04/12		Weeks:		2	Order Ref:	06387728	728	
Est./PO Number:	06387728		Contract type:		Political	Business Type:	E POLITICAL	FICAL .	
Associated Copies: No	No		WHITE		1000	Business Category: Transactiona	gory: Transa	actional	
Ref Sales Product Details	duct Details	Rev Tyne		Rate	Spot	10/22	10/20	Tatal Cast	Çaşt

2200	٠			Nor of Spots	30	2200		01	SWe	M-F 7p News	67
					Comme	**************************************		the state of the s		:	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Sales Pro	Ref
		***************************************		***************************************							
	actional	sory: Transa	Business Category: Transactional	B c					. Zo	Associated Copies: No	Associa
	'ICAL	: POLITICAL	Business Type:	Bu	Political		Contract type:		0638/728	ESt./PO Number:	ESLIPO
	728	06387728	Order Ref:	Or.	2		Weeks:		10/22/12 (0 11/04/12	ochequie pales.	Scrience

	WHAT I WANTED THE WAS					***************************************	weeks of the second sec	9019	acaci ci	
Ref	Sales Product Details	Rev Type	**************************************	Rate	Spot Type		10/22	10/29	Total	Cost
	T				Comme					
67	M-F 7p News	01		2200	30	Nbr of Spots	1			2200
					Comme					
68	M-F 7a Today Show	01		2000	30	Nbr of Spots	-1			2000
	:- 1				Comme					
69	M-F 730p Entertainment Tonight	0.1		2200	30	Nbr of Spots			1	2200
					Comme					
70	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	03		3500	30	Nbr of Spots	٦		→	3500
	::-				Comme					
71	M-F 9a Today Show II	01		1050	30	Nbr of Spots	3		1	1050
	7				Comme					- Avenue
72	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots		1	→	600
					Comme					
73	M-F 10a News	02	1,000	275	30	Nbr of Spots		1	11	275
					Comme					
74	Tue 10p ET / 9p CT Go On	01			30	Nbr of Spots				
			_		Comme					
75	M-F 1030a Extra	02		250	30	Nbr of Spots			-1	250
					Comme					
76	M-Su 11p News	01		2500	30	Nbr of Spots		1	1	2500
	***************************************				Comme					
77	M-F 1135p ET / 1035p CT Tonight Show	01		1300	30	Nbr of Spots		1		1300
					Comme					
			Wee	Weekly Totals: Total Spots(Ord Spots)	(Ord Spots)		69	41	110	
				Closed PR			>	1	2	

			***************************************	Sop CT Total Grad
				01
		<		
Closed FX	Classia	Weekly Totals: Total Spots (Ord Spots)		 1300
		(Ord Spots)	Comme	30
100	1119-111-1			Nbr of Spots
-		69		
		41		~4
2		110		
				1300

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

			and the second s				
Client:	American Crossroads/ Issue		Submission Cost:	255850		Campaign Ref:	E:063877280
Виуег:	3.		Client/Product/Estimate:	11 /27 /1257		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12		Weeks:		2 0	Order Ref:	06387728
Est./PO Number:	06387728		Contract type:	Political		Business Type:	POLITICAL
Associated Copies: No	No	***************************************		THE WASHINGTON TO THE WASHINGT	В	Business Category: Transactiona	Transactional
				Sport			
7.6 9.1.7		,		- 200			-

			89		88		87		86		85		84		83		82		81		80		79		78	Ret	
			M-F 7a Today Show		M-F 7p News		M-F 6a News	. T	M-F 6p News		M-F 530p News		M-F 530a News	Т	M-F 5p News	Т	M-F 4p Dr Oz	· 1	M-F 3p Doctors	Т	M-F 2p Rachael Ray	.T	M-F 12p Today Show III	. T	M-F 11a Daytime	Sales Product Details	
		***************************************	01		01		01		01		01		10		01		10		02		02		10		02	Rev Type	
	Weekly																										
Closed PR	Weekly Totals: Total Spots(Ord Spots)		2000		2200		1500		2600		1700		550		1700		1130		750		450		400		225	Rate	
	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Туре	Snot
			Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		
1	69										Hittelibbellebellebellebellebellebellebel															10/22	
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			2000		2200		1500		2600		1700		550		1700		1130		750		450		400		225	Cost	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

STATE STAT	Buyer: Buyer: Schedule Dates: Est./PO Number: Associated Copic Ref Sales F 90 Tue 8-1 T 91 M-F 9a T 92 M-F 1p	Buyer: Schedule Dates: 10/22/12 to 11/04/12 Schedule Dates: 06387728 Associated Copies: No Ref Sales Product Details 90 Tue 8-10p ET / 7-9p CT Voice T 91 M-F 9a Today Show II T 92 M-F 1p Days Of Our Lives	Rev Type 03 01 01	Submission Cost: Client/Product/Estimate: Weeks: Contract type:	Rate 11000	255850 11/27/1257 2 Political Spot Type 30 Comme 30 Comme 30 Comme	Nbr of Spots Nbr of Spots	Campaign Ref: Sales Rep: Order Ref: Business Type: Business Category: 10/22 10	E:063877280 HRP Washington, DC 06387728 POLITICAL Jory: Transactional 10/29 Total	├ड
W Comme Comme M-F 10a News 02 275 30 Nbr of Spotis W 100a News 202 275 30 Nbr of Spotis W 01 10000 30 Nbr of Spotis 00 W 250 200 mme 00 Nbr of Spotis W 01 2500 30 Nbr of Spotis W 02 225 20 20mme Nbr of Spotis W 01 225 230 Nbr of Spotis W 02 225 20 Nbr of Spotis W 250 30 Nbr of Spotis W 250 30 Nbr of Spotis W 250 30 Nbr of Spotis W </td <td>92</td> <td>T M-F 1p Days Of Our Lives</td> <td>02</td> <td>Tomas and an analysis of the state of the st</td> <td>600</td> <td>Comme 30</td> <td>Nbr of Spots</td> <td>→</td> <td></td> <td></td>	92	T M-F 1p Days Of Our Lives	02	Tomas and an analysis of the state of the st	600	Comme 30	Nbr of Spots	→		
MAF 10a News 02 275 Comme 30 Nbr of Spotts	92	M-F 1p Days Of Our LivesW	02		600	30 Comme	Nbr of Spots			
Wed 10p ET / 9p CT Chicago Fire 01 100000 30 Nbr of Spots	93	M-F 10a News -W	02		275	30 Comme	Nbr of Spots			
M-F 1030a Extra 02 250 Comme 30 Nbr of Spots M-Su 11p News 01 250 Comme 30 Nbr of Spots M-F 1135p ET / 1035p CT Tonight 01 250 Comme 30 Nbr of Spots M-F 11a Daytime 02 225 Comme 30 Nbr of Spots M-F 12p Today Show III 01 400 Spots 30 Nbr of Spots M-F 2p Rachael Ray 02 450 Comme 30 Nbr of Spots M-F 3p Doctors 02 750 Spots Nbr of Spots	94	Wed 10p ET / 9p CT Chicago Fire	01		10000	30 Comme	Nbr of Spots	1		
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M-F 12p Today Show III 01 400 So Comme Nbr of Spots W 02 450 So	98	M-F 11a Daytime W	02		225	30 Comme	Nbr of Spots			
M-F 2p Rachael Ray 02 450 Comme Comme M-F 3p Doctors 02 Weekly Totals: Total Spots(Ord Spots)	99	M-F 12p Today Show III W	01		400	30 Comme	Nbr of Spots		1 1	
M-F 3p Doctors 02 750 30 Nbr of Spots Weekly Totals: Total Spots(Ord Spots)	100	M-F 2p Rachael Ray W	02		450	30 Comme	Nbr of Spots	1		
AND THE REAL PROPERTY AND THE PROPERTY A	101	M-F 3p Doctors	02		750	30	Nbr of Spots	-1		
				Weekl	y Totals: Total Spots(Ord Spots)	***************************************	69	J J	41

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client: American Crossroads/ Issue Submission Cost: 25850 Campaign Ref: E:063877280 Buyer: Client/Product/Estimate: 11/27/1257 Sales Rep: HRP Washington, DC Schedule Dates: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Est./PO Number: 06387728 Contract type: Political Business Type: POLITICAL Associated Copies: No Business Category: Transactional	Total Cost	10/20	10/22 10/20	Spot	Rate	Rev Type	duct Details	Ref Sales Product Details
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: 10/22/12 to 11/04/12 Client/Product/Estimate: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Contract type: Political Business Type: s: No Business Category:					Westerfeld			
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: 10/22/12 to 11/04/12 Client/Product/Estimate: 11/27 /1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: 2 Order Ref: 06387728 Contract type: Political Business Type:	2	ry: Transactions	Business Categor	-	The state of the s	***************************************	. Zo	Associated Copies
American Crossroads/ Issue Submission Cost: Client/Product/Estimate: 11/27/1257 Sales Rep: 10/22/12 to 11/04/12 Weeks: Campaign Ref: 11/27/1257 Sales Rep: 2 Order Ref:		POLITICAL	Business Type:		Contract type:		06387728	Est/PO Number:
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref: Client/Product/Estimate: 11 /27 /1257 Sales Rep:		06387728	Order Ref:	2	Weeks:		10/22/12 to 11/04/12	Schedule Dates:
American Crossroads/ Issue Submission Cost: 255850 Campaign Ref:	ngton, DC	HRP Washir	Sales Rep:		Client/Product/Estimate:		3.	Buyer:
	ŏ	E:06387728	Campaign Ref:		Submission Cost:		American Crossroads/ Issue	Client:

		Mkgd	112		<u></u>		110		109		108		107		106		105		104		103		102		Ref
			NBC News Special	-W.	Wed 9p ET / 8p CT Law & Order SVU	W	M-F 9a Today Show II	W	M-F 7a Today Show	W	M-F 7p News	.W.	M-F 6a News	W	M-F 6p News	.W	M-F 530p News	W	M-F 530a News	W	M-F 5p News	W	M-F 4p Dr Oz	W	Sales Product Details
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Closed PR	Weekly Totals: Total Spots(Ord Spots)	ı	7500		10000		1050		2000		2200		1500		2600		1700		550		1700		1130		Rate
	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	Spot Type
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Pre-emption Summary

E:063877280	0000184126	112 (10/30)	0.00	Closed Pre Emption	10/29/12	:30 Commercial	Tue 10p ET / 9p CT Go On	74
E:063877280	0000000000	No Makegood / Credit	6,500.00	Closed Pre Emption	10/22/12	:30 Commercial	Sun 10a Meet The Press	45
Campaign Ref	Makegood Ref	Makegood Line(s) (Dates)	Pre-empt Value	Status	Pre-empt Date	Spot Type	Sales Product	Ref

Grand Totals

**************************************	didadrimina e de la constitución de		
908800	164990	255850	Cost
41	69	110	Spots
10/29	10/22	Totals	
Month 11 Weeks: 4	Month 10 Weeks: 4		-

Grand Totals:

Spots:
Gross Total:
Commission:
Net Total: 110 255,850.00 38,377.50 217,472.50

RED HEADLINE# 6387728 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

CHANGES *** WFLA-TV ***

PEV: PE	CITY TAX	FLICHT D7	PROCT AN	ORDER #			AGY #	**************************************
REVISION 10/22	E	DATES OCT24/12	AMERICAN CROSSROADS	The second secon			AGY. NAME	ADV. NAME
	TAX	OCT30/12 WK-1	DST#1257	CONTRACT # 6	ALEXANDRIA, VA	66 CANAL CENTER	CROSSROADS	ISS/AMER.
	CO-OP BILLING NEEDED		COMMENTS: (LINE, ORDER,	6387728 "	A 22314	R PLAZA, SUITE 555	MEDIA LLC	CROSSROADS
			INVOICE)	CLASS: NATL		SALES PRSN	BUYER NAME	, REP.#
				L. LOCAL	- T P P P P P P P P P P P P P P P P P P	WA- MEGHAN	MICHELLE S.	OFF.#
	DATE OCT22/12			REGIONAL	WHITE COLUMN TO THE PROPERTY OF THE PROPERTY O	N MCGARR (H)	SANTUOSO	SALESMAN #
	21.37							; , ,

Ħ TTL SAME PLEASE CONFIRIM THANKS! BRIAN FOR MEGHAN PGM CHANGE

CON CM AMERICAN CROSSROADS

								PROGRAM : DAYTIME CON CON1: DAYTIME	PROG CON .
ļ~i	Ι.	书及 I	 	10/26	10/26	\$225.00	30	NZ 1100A-1200N	7
								PROGRAM : NEWS	PROG CON
Н	June	FR	₩	10/26	10/26	\$250.00	30	NZ 1030A-1100A	Α,
								PROGRAM : NEWS	PROG CON
ւա	₩	T R L	Ľ	10/26	10/26	\$275.00	ω O	NZ 1000A-1030A	N
					= 1257	AGENCY EST#	CODE = 11 E = 27	AGENCY ADVERTISER COAGENCY PRODUCT CODE	
:TOTL:	DAYS	: WEEK :	:SPTS:	: END : DATE	: START	C: RATE	: LGTH : SEC	:CD: TIME PERIOD	: LINE#:REP : :LINE#:

PROGRAM : NEWS	54 NZ 1030A-1100A	PROGRAM : ROCKCENTER CON COM1: ROCKCENTER	53 NZ 1000P-1100P	PROGRAM : NEWS	52 NZ 1000A-1030A	PROGRAM : ET	38 NZ 730P-800P	PROGRAM : NEWS	36 NZ 700P-730P	PROGRAM : DAYTIME CON COM1: DAYTIME	26 NZ 1100A-1200N	PROGRAM : EXTRA	23 NZ 1030A-1100A	PROGRAM : NEWS	21 NZ 1000A-1030A	PROGRAM : NEWS	17 NZ 700P-730P	:LINE#:REP :CO: TIME PERIOD
	30		30		30		30		30		30		30		30		30	: LGTH : SEC
	\$250.00		\$8,000.00		\$275.00		\$2,200.00		\$2,200.00		\$225.00		\$250.00		\$275.00		\$2,200.00	RATE
	10/25		10/25		10/25		10/29		10/29		10/29		10/29		10/29		10/26	: START
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:LINE#:RE	#:REP :CD: TIME PERIOD :LINE#: :	: LGTH : SEC	RATE	: START	: END	:SPTS: WEEK	TT:	:TOTL:
	57 NZ 1100A-1200N	30	\$225.00	10/25	10/25	1	THU	1
	PROGRAM : DAYTIME CON COM1: DAYTIME							
	67 NZ 700P-730P	30	\$2,200.00	10/25	10/25	⊢ ⊸	THU	⊢¹
	PROGRAM : NEWS							
	69 NZ 730P-800P	(i) ()	\$2,200.00	10/25	10/25	<u></u>	THU	ىر
	PROGRAM : ET	·						
	70 NZ 800P-900P	30	\$3,500.00	10/25	10/25	فسا	THU	₽
	PROGRAM : 30 ROCK/UP ALL CON COM1: 30 ROCK/UP ALL	LL NIGHT						
	73 NZ 1000A-1030A	30	\$275.00	10/30	10/30	فيا	TUE	}
	PROGRAM : NEWS							
	74 NZ 1000P-1100P	30	\$7,500.00	10/30	10/30	⊣	TUE	[
	PROGRAM : GO ON/NEW NOF	NORMAL NORMAL						
	75 NZ 1030A-1100A	30	\$250.00	10/30	10/30	H	TUE	
	PROGRAM : EXTRA	. •						
	78 NZ 1100A-1200N	30	\$225.00	10/30	10/30	Η	TUE	۲
	PROGRAM : DAYTIME CON COM1: DAYTIME							
	88 NZ 700P-730P	<i>ω</i> 0	\$2,200.00	10/30	10/30	₽	TUE	فسؤ
	PROGRAM : NEWS							

CON COMI: NEWS

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

OCT22/12 21.37 *** WFLA-TV ***

OCT/12 :LINE#:REP : TIZE#: PROGRAM : 108 PROGRAM : CON COM1: CON COMI: CON COM1: PROGRAM : PROGRAM : FROGRAM : CON COM1: 8 95 ω 9 171490.00 : CD; N N Z N N NZ 1000A-1030A H 700P-730P 1100A-1200N 1030A-1100A 40001-4008 EXTRA NEWS NEWS DAYTIME THE VOICE DAYTIME NEWS NEWS HIME NOV/12 PERIOD RESULTS 90860.00 LGTH 30 ω 0 30 30 (J () SI CI ** ** \$2,200.00 \$225.00 \$250.00 \$275.00 11000.00 RATE 10/24 10/24 10/24 10/24 10/30 START DATE 10/24 10/24 10/24 10/24 10/30 ENU DATE :SPTS: نس **ا**سا \vdash \vdash CONTRACT TOTAL TOTAL SPOTS NULK ., ., NED NED W.E.D OHR GEW HOL DAYS 262350.00 111 :SPTS: \vdash ₽ سإ

SHARES ARE ACCURATE, EX	MARKET TOTALS \$1,008,765
EXCEPT WTVT WHICH	WFLA
H Ø	26% WFTS 25% WMOX 0%
ESTIMATED	WISP 25%
	WTVT 24% WWSB 0%
	WIOG 08
	WTTA 0%
	WMOR 0%

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BOY TYPE Q-PAID PGM CHCANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

河河 REF HEASLINE# 6387728
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

FAX# 703-516-9680 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

CITY TAX FLIGHT TROOF ORDER ¥0¥ MDV MDV #: -≠± DATES AMERICAN OCT24/12 CROSSROADS AGY. ADV. NAME STATE TAX NAME ISS/AMER. CROSSROADS OCT30/12 CROSSROADS ALEXANDRIA, EST#1257 CONTRACT CANAL CENTER $\Sigma \times -1$ COMMENTS: (LINE, **-:** MEDIA 6387728 < A 22314 FLAZA, CO-OP BILLING NEEDED LLC SUITE ORDER, S S INVOICE) CLASS: NATL. SALES PRSN BUYER NAME 汉田里,# MICHELLE WA-OFF.# MEGHAN MCGARR LOCAL SANTUOSO DATE OCT19/12 REGIONAL SALESMAN (H) 19.03

CON CM

AMERICAN CROSSROADS

KEP:

NEW ORDER
TIL \$262,350 @11X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

							: L H Z
FROGRAM : DA	3 1000	PROGRAM : D/	2 1000	PROGRAM : D/	1 1001	AGENCY AI	:LINE#:REP :CD: T: :LINE#: :
DATELNE FR-NBC	40011-40001	DAYTIME NUUS	1000A-1030A	DAYS-OUR LIVES	1001-2001	AGENCY ADVERTISER CODE = .11 AGENCY PRODUCT CODE = 27	TIME PERIOD : LO
	3 0		30		30	7	LGTH : SEC
	10000.00		\$275.00		\$600.00	AGENCY EST# =	RATE
	10/26		10/26		10/26	1257	: START
	10/26		10/26		10/26		: END : DATE
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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT19/12 19.03
*** WFLA-TV ***

: FRNE#: RBE : QD:	TIME PERIOD :	LGTH : SEC :	RATE	: START	: END	: /WK: INVT	: DAYS	. TOTE.
4	1030A-1100A	30	\$250.00	10/26	10/26	L-1	FRI	-
PROGRAM :	SMINAMERADO							
IJ	1100P-1135P	30	\$2,500.00	10/26	10/26	<u></u>	FRI	H
PROGRAM :	NEWS CHANNEL 8	@11FM @11FM						
on .	1135P-1237A	30	\$1,300.00	10/26	10/26	شبة	FRI	المسخ
PROGRAM :	TONITE SHW-NBC<							
7	1100A-1200N	30	\$225.00	10/26	10/26	Jumb	FRI	j-u-l
PROGRAM :	11AM PAID	PROG/1130AM PAID PROG/1130AM PAID	PR JAN HUM					
σ	1200N-100F	ω ∵0	\$400.00	10/26	10/26	L J	可欠日	سز
PROGRAM :	TODAY SHW3-NBC							
Q	200F-300P	ы 0	\$450.00	10/26	10/26	نإ	T R I	
PROGRAM :	RACHAEL RAY							
10	300P-400P	30	\$750.00	10/26	10/26	H	町 次 ☆	H
PROGRAM :	DOCTORS<							
 	400P-500P	30	\$1,130.00	10/26	10/26	11	FRI	 .
PROGRAM :	DR. OZ<							
12	500P-530P	30	\$1,700.00	10/26	10/26	1	甲尺:	ᆫ
PROGRAM :	NWSCH8 AT 5P<							

REP: TEL# 703~516-9399 FAX# 703~516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

program: DayTime SNOVS	21 1000A-1030A 30 \$275.00 10/29	PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	20 100P-200P 30 \$600.00 10/29	PROGRAM : TODAY SHWZ-NBC	19 900A-1000A 30 \$1,050.00 10/26	PROGRAM : TODAY SHW	18 700A-900A 30 \$2,000.00 10/26	PROGRAM: ENT TONIGHT 30<	17 700P-730P 30 \$2,200.00 10/26	PROGRAM: NC8 TODAY@6AM<	16 600A-700A 30 \$1,500.00 10/26	PROGRAM : NWSCH8 AT SIX<	15 600P-630P 30 \$2,600.00 10/26	PROGRAM: NWSCH8 @5:30P<	14 530P-600P 30 \$1,700.00 10/26	PROGRAM : NC8 TODAY@5:30<	13 530A-600A 30 \$550.00 10/26	
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DR. OZ<	400P-500P	DOCHORS A	300P-400P	RACHAEL RAY	200P-300P	TODAY SHW3-NBC	1200N-100P	llam FAID	1100A-1200N	: TONITE SHW-NBC<	1135P-1237A	NEWS CHANNEL	11008-11358	SANTEMETANG:	1030A-1100A	: REVOLUTION	10008-11008	TIME PERIOD
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	\$1,130.00		\$750.00		\$450.00		\$400.00	PR) Jangton	\$225.00		\$1,300.00		\$2,500.00		\$250.00		\$7,500.00	RATE
	10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29	: START
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CON COM1: DR. OZ<

H H Z	: LHVE#: XMP : CO:	TIME PERIOD :	LGTH : SEC :	RATE	: START	: END : DATE	: SPTS: WEEK	C: DAYS	:TOTL:
	ω ω	530A-600A	30	\$550.00	10/29	10/29	1	MON	L
	PROGRAM :	NC8 TODAY@5:30<							
	ω N	530P-600P	30	\$1,700.00	10/29	10/29	₩	MON	اسمأ
	PROGRAM :	NWSCH8 @5:30P<							
	ω ω	4005-4009	30	\$2,600.00	10/29	10/29	ļ-m²	MON	Н
	PROGRAM :	NWSCH8 AT SIX<							
	ω 4	600A-700A	30	\$1,500.00	10/29	10/29	fund	MON	<u>-</u>
	PROGRAM :	NC8 TODAY@6AM<							
	ω v	630P-700P	₩ O	\$7,000.00	10/29	10/29	إسما	MON	ب
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	36	700P730P	30	\$2,200.00	10/29	10/29	 3	NOM	 1
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	ω 7	700A-900A	3.0	\$2,000.00	10/29	10/29	 	MON .	ئسۇ
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	38	730P-800P	G O	\$2,200.00	10/29	10/29	٣	MON	ᅡ
	PROGRAM :	EXTRA<							
	39	40001-4008	30	15000.00	10/29	10/29	Н	MON	Н
	PROGRAM :	THE VOICE							

CON COM1: THE VOICE

OCT19/12 19.03
*** WFLA-TV ***

	46 600P-630P 30 \$1	PROGRAM : MEET PRESS-SUN	45 1000A-1100A 30 \$6	PROGRAM : THE TODAY SHOW - SATURDAY CON COMI: THE TODAY SHOW - SATURDAY	44 700A-900A 30 \$1	PROGRAM : NBC NIGHTLY NEWS - SAT	43 630P-700P 30 \$7	PROGRAM : SAT NITE LIVE<	42 1130P-101A 30 \$2	PROGRAM : NEWS CHANNEL 8 @11PM	41 1100P-1135P 30 \$2	PROGRAM : TODAY SHW2-NBC	40 900A-1000A 30 \$1	LINE#:REP :CD: TIME PERIOD : LGTA : SEC : : : : :
	1,600.00		6,500.00		1,000.00		7,000.00		2,650.00		2,500.00		1,050.00	RATE
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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

NCY CREDIT RISK !!!

HARRIS REPORT FROM REP OCT19/12 19.03

*** WFLA-TV ***

PROGRAM : NBC NITELY NWS<	66 630P-700P	PROGRAM: NC8 TODAY@6AM<	65 600A-700A	PROGRAM: NWSCH8 AT SIX<	64 600P-630P	PROGRAM: NWSCH8 @5:30P<	63 530P-600P	PROGRAM: NC8 TODAY@5:30<	62 530A-600A	PROGRAM : DR. 02<	61 400P-500P	PROGRAM : DOCTORS<	60 300P-400P	PROGRAM : RACHAEL RAY	59 200F-300F	PROGRAM : TODAY SHW3-NBC	58 1200N-100P	LINE#:REP :CD: TIME PERIOD : I
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OCT19/12 19.03
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: DAYTIME CYNA	1030A-1100A	: PARENTHOOD-NBC	1000P-1100P	1: DAYTIME NUMS	1000A-1030A	: DAYS-OUR LIVES	100P-200F	: TODAY SHW2-NBC	900A-1000A	: COMMUNITY-NBC/PARK	4006-4008	: EXTRAX	730P-800P	: TODAY SHW	700A-900A	ENT TONIGHT	700P-730P	D: TIME PERIOD
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OCT19/12 19.03
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OCT19/12 19.03
*** WFLA-TV ***

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PROGRAM :	CHICAGO FIRE							
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PROGRAM :	DAYTIME CAN							
95	1100P~1135P	30	\$2,500.00	10/24	10/24	شدؤ	OHW	
PROGRAM :	NEWS CHANNEL 8	WATT 8 WATT 8						
97	1135P-1237A	ω 0	\$1,300.00	10/24	10/24	H	WED	
PROGRAM :	TONITE SHW-NBC<							
(g) (S)	1100A-1200N	30	\$225.00	10/24	10/24	Н	WED	houst
PROGRAM :	11AM PAID PROG/ 11AM PAID PROG/	PROG/1130AM PAID PROG/1130AM PAID	PAID PROMING					
T 66	1200N-100P	ω Ο	\$400.00	10/24	10/24	ل	WED	فبإ
PROGRAM :	TODAY SHW3-NBC							
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PROGRAM :	RACHAEL RAY							
101	300P-400P	30	\$750.00	10/24	10/24	'n	WHD	Н
PROGRAM :	DOCTORS							
102	400P-500P	30	\$1,130.00	10/24	10/24	1	WED	ш
PROGRAM :	DR. OZ<							

CON COM1: DR. 02<

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: LENE#: XEE : CO:	FIME PERIOD :	LGTH : SEC	: RATE	: START : DATE 10/24	: END : DATE	: SPTS: : /WK:	WEEK : DAYS
PROGRAM :	NWSCH8 AT SP<						
104	530A-600A	30	\$550.00	10/24	10/24	卢	WED
PROGRAM :	: NC8 TODAY@5:30<						
105	530P-600P	30	\$1,700.00	10/24	10/24) —	OHM
PROGRAM :	: NWSCH8 @5:30P<			-			
106	600b-630b	30	\$2,600.00	10/24	10/24	⊣	WED
PROGRAM :	NWSCH8 AT SIX<						
107	600A-700A	30	\$1,500.00	10/24	10/24	اسا	WED
PROGRAM :	NC8 TODAY@6AM<						
108	700P-730P	30	\$2,200.00	10/24	10/24	μ	WED
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109	700A-900A	30	\$2,000.00	10/24	10/24	ļui .	WED
PROGRAM :	TODAY SHW						
110	900A-1000A	30	\$1,050.00	10/24	10/24	ш	WED
PROGRAM :	TODAY SHW2-NBC						
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PROGRAM :	LAW & ORDER SVU	(9/26 ONLY)	によ) によ)				

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

: LINE#:REP : OCT/12 171490.00 ... TIME NOV/12 PERIOD 90860.00 LGTH ស [] () RATE START DATE END :SPES: CONTRACT TOTAL TOTAL SPOTS HUVT DAYS 262350.00 : TOTL:

MARKET TOTALS \$1,008,765

WFLA 26%

WETS 25%

WISP 25% WXPX 0%

WTVT 24% WWSB 0%

WTOG 0%

WTTA 0%

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SVC- NSI DEMOS- RA35+*

SHARES ARE

ACCURATE, EXCEPT WIVT WHICH IS ESTIMATED

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

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Buyer: Schedule Dates: Est./PO Number: Client: Associated Copies: No 10/22/12 to 11/04/12 06387728 American Crossroads/ Issue Weeks: Submission Cost: Client/Product/Estimate: Contract type: 11 /27 /1257 Political 262350 Campaign Ref: Sales Rep: Business Category: Transactional Business Type: Order Ref: E:063877280 HRP Washington, DC 06387728 POLITICAL Original

Demographic: Product: (L) Household American Crossroads Booking Group: Order: ¥F. Key Market: Tampa-St. Petersburg, FL

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	M-F 2p Rachael Ray	* * * * * * * * * * * * * * * * * * *	M-F 12p Today Show III		M-F 11a Daytime	***	Show	** T. A. O. T.	M-Su 11p News		M-F 1030a Extra		Fri 10p ET / 9p CT Dateline NBC Friday		M-F 10a News	T	M-F 1p Days Of Our Lives	Sales Product Details
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Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

: Transactional	Business Category: Transactional			s: No
POLITICAL	Business Type:	Political	Contract type:	06387728
06387728	Order Ref:	2	Weeks:	10/22/12 to 11/04/12
HRP Washington, DC	Sales Rep:	11 /27 /1257	Client/Product/Estimate:	3.
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10	M-F 3p Doctors	02			750	30	Nbr of Spots			3	750
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-1	M-F 4p Dr Oz	01			1130	30	Nbr of Spots	1			1130
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13	M-F 530a News	2			550	30	Nbr of Spots			-3	550
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74	M-F 530p News	10			1700	30	Nbr of Spots	1		1	1700
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	- T					Comme					
16	M-F 6a News	01			1500	30	Nbr of Spots	1		1	1500
						Comme					
17	M-F 7p News	01			2200	30	Nbr of Spots	1			2200
						Comme					
18	M-F 7a Today Show	01			2000	30	Nbr of Spots	1			2000
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19	M-F 9a Today Show II	01			1050	30	Nbr of Spots				1050
	Annual Control of the					Comme					
20	M-F 1p Days Of Our Lives	02			600	30	Nbr of Spots		1	1	600
				Week	Weekly Totals: Total Spots(Ord Spots)	Ord Spots)		70	41	111	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

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Original

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225	→	-		Nbr of Spots	30	225		02	aytime	M-F 11a Daytime	26
					Comme		***************************************			M	
1300	1	3		Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	M-F 1135p Show	25
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2500		-1		Nbr of Spots	30	2500		01	News	M-Su 11p News	24
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•	877780		Campaign Daf-		282350		Submission Cost	**************************************	American Crossmads/ Issue	***************************************	Client:

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







PO Box 1410
Tampa, FL 33601

Associated Copies: No	Est./PO Number: 06387728	Schedule Dates: 10/22/12 to 11/04/12		
	Contract type:	Weeks:	Client/Product/Estimate:	
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: Transactional	POLITICAL	06387728	HRP Washington, DC	

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	S.	M-Su 11p News	M	M-F 9a Today Show II	V	Mon 8-10p ET / 7-9p CT Voice	M	M-F 730p Entertainment Tonight	<u> </u>	M-F 7a Today Show	<u> </u>	M-F 7p News	M	M-F 630p ET / 530p CT NBC Nightly News	M	M-F 6a News	M	M-F 6p News	M	M-F 530p News	M	Sales Product Details	
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







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Original

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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







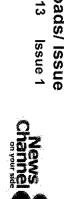
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







PO. Box 1410 Tampa, FL 33601

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66 Canal Center Plaza Alexandria VA 22314 Suite 555

Original

American Crossroads/Issue Submission Number 813 Issue 1







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450		1		Nbr of Spots	30	450		02	M-F 2p Rachael Ray	80 M-F
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

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American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

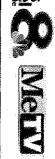
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

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Grand Totals:

Spots Cost

111 262350 Totals

Month 10 Weeks: 4 10/22

Grand Totals

Month 11 Weeks: 4 10/29

171490

Spots: Gross Total:

111 262,350.00 Station Copy

02:57:17 10/23/2012

Page 12 of 12

39,352.50 222,997.50

Commission: Net Total:



21453

Suite 555

REF#: 11

Crossroads Media

ALEXANDRIA VA 22314

/27

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 (813) 221-5787 Fax

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

ORDER TYPE

WFLA I SS

10/28/12 E:063877280

Political

WFLA

66 Canal Center Plaza

/1257

REP : WFLA (Washington Dc) SLSP:

ADV. :

PROD:

HRP Washington, DC American Crossroads/ Issue American Crossroads

0100033188

PAGE BROADCAST MONTH 1 10/01/2012 - 10/2

10/22/12-11/04/12

SCHEDULE DATES

Standard Broadcast Month

Desc: Campaign Option Number 1, Booking! TERMS: NET 30 DAYS. SCHEDULE ACTUAL BROADCAST RECONCILIATION DESCRIPTION PRICE DATE TIME LENGTH M/G FOR PRODUCT DESCRIPTION DAY PRICE REMARKS DEBIT/CREDIT 1p Days Of Our Lives *WFI A :30 Commercial 600.00 1 10/26 FR 01:45P USPRTV25ACH 30 600.00 10a News *WFLA :30 Commercial 275.00 2 1 10/26 FR 10:28A 30 USPRTV25ACH 275.00 *WFLA Fri 10p ET / 9p CT Dateline ΝB :30 Commercial 10000.00 3 1 10/26 FR 10:29P USPRTV25ACH 30 10000.00 1030a Extra *WF! A :30 Commercial 250.00 10/26 FR 10:41A 30 USPRTV25ACH 250.00 M-Su 11p News *WFLA :30 Commercial 2500.00 5 10/26 FR 1 11:21P 30 USPRTV25ACH 2500.00 1135p ET / 1035p CT Tonigh *WFLA :30 Commercial 1300.00 6 10/26 FR 12:23A 1 30 USPRTV25ACH 1300.00 11a Daytime *WFLA :30 Commercial 225.00 7 0/26 FR 11:20A 30 USPRTV25ACH 225.00 12p Today Show III *WF! A :30 Commercia1 400.00 USPRTV25ACH 8 O/26 FR 12:28P 30 400.00 2p Rachael Ray *WFL A : 30 Commercial 450.00 9 0/26 FR 02:44P 30 USPRTV25ACH 450.00 M-F 3p Doctors *WFLA :30 Commercial 750,00 10 0/26 FR 03:39P 30 USPRTV25ACH 750.00 M-F 4p Dr Oz *WFI A :30 Commercial 1130.00 O/26 FR 04:38P 30 USPRTV25ACH 1130.00 5p News *WFLA : 30 Commercia1 1700.00 O/26 FR 05:29P 12 30 USPRTV25ACH 1700.00 M-F 530a News *WFLA :30 Commercial 550.00 13 10/26 FR 05:52A USPRTV25ACH 30 550.00 M-F 530p News *WFLA :30 Commercial

PERIOD COST

171,490.00

1700.00

69 Total Units ACTUAL GROSS BILLING 164,990.00 24,748.50 AGENCY COMMISSION 140,241.50 NET DUE

SUB-TOTALS TOTAL RECONCILING

1700.00

Debits .00 6,500.00-Credits 6,500,00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

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10/26 FR 05:57P

Continued

ADVERTISER

PRODUCT

American Crossroads/ Issue

USPRTV24ACH

American Crossroads

INVOICE NUMBER 0100033188 BROADCAST MONTH

10/01/2012 - 10/28,

AMOUNT DUE

140,241.50

REMIT TO:

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMOND VA 23260-6425

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000021453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314



REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

ORDER TYPE

10/28/12 E:063877280

Political WFLA

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

WFLA (Washington Dc) REP_: HRP Washington, DC SLSP:

0100033188

2 10/01/2012 - 10/2

PAGE BROADCAST MONTH

/27 /1257

ADV_: American Crossroads/ Issue American Crossroads PROD:

SCHEDULE DATES 10/22/12-11/04/12

Standard Broadcast Month

	Tampaign 0				D = c !	-، د ـ ـ	d					Broadcast	Month
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M-F	6p News						*WFLA		:30	Commercial			
	260	0.00	15	1	10/26	FR	06:09P	30	USPRTV25ACH		2600.00		
M-F	6a News				-		*WFLA			Commercial			
	150	0.00	16	1	10/26	FR	O6:58A	30	USPRTV25ACH		1500.00		
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_	2800	0.00	49	1	0/28	SU	08:21P	30	USPRTV25ACH		3000.00		
Sun	9a News						*WFLA		:30	Commercial			
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[¥:	1p Days Of			4	0/05	Tri.	*WFLA	20		Commercial			
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, . ,		0.00				тн	10:43P	30	USPRTV25ACH	Commercial	3000.00		
M-F	1030a Extr				7,		*WFLA	•		Commercial	.000.00		
		0.00	54	1	0/25	ТН	10:59A	30	USPRTV25ACH	Commer Ciai	250.00		
M-Si	u 11p News						*WFLA			Commercial	230.00		
	250	0.00	55	1	0/25	TH	11:30P	30	USPRTV25ACH		2500.00		
M-F	1135p ET /	1035p (OT TO	ni	gh		*WFLA			Commercial			
	130	0.00	56	1	0/25	TH	12:08A	30	USPRTV25ACH		1300.00		
M-F	11a Daytim	e					*WFLA			Commercial			
		5.00	57	1	0/25	ΤH	11:30A	30	USPRTV25ACH		225.00		
M-F	12p Today	SHOW II	i.				~₩F L.A			Commercial			
,, -		0.00	58	1	10/25	TH	12:55P	30	USPRTV25ACH		400.00		
MEE	2p Rachael	кау				a sile -t-	*WFLA	I deal to	:30	Commercial			
					*	・ホボ	Continu	ied ***					
					ı						1		

PERIOD COST

171,490.00

69 Total Units ACTUAL GROSS BILLING

AGENCY COMMISSION

164,990.00 24,748.50

SUB-TOTALS TOTAL RECONCILING

Debits .00 Credits 6,500.00-6,500.00CR



21453

Crossroads Media

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 (813) 221-5787 Fax

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

ORDER TYPE

10/28/12 E:063877280 Political WFLA

INVOICE NUMBER

PAGE BROADCAST MONTH 3 10/01/2012 - 10/2

66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

WFLA (Washington Dc) REP__: HRP Washington, DC SLSP: American Crossroads/ Issue

American Crossroads

ADV :

PPOD.

0100033188 SCHEDULE DATES

10/22/12-11/04/12

Standard Broadcast Month

DEBIT/CREDIT

REF#: 11 /27 /1257 Desc: Campaign Option Number TERMS: NET 30 DAYS. Booking 1 1. SCHEDULE ACTUAL BROADCAST RECONCILIATION DESCRIPTION PRICE RT/SS# PER DATE DAY LENGTH M/G FOR PRODUCT DESCRIPTION PRICE REMARKS 450.00 59 0/25 TH 02:30P 30 USPRTV25ACH 450.00 M-F 3p Doctors *WFL A :30 Commercial 750.00 60 0/25 TH 03:58P 30 USPRTV25ACH 750.00 4p Dr Oz *WFLA :30 Commercial 1130.00 61 0/25 TH 04:40P 30 USPRTV25ACH 1130.00 *WFLA M-F 530a News :30 Commercial 550.00 62 O/25 TH 05:59A 30 USPRTV25ACH 550.00 530b News *WFI A :30 1700.00 63 0/25 TH 05:45P 30 USPRTV25ACH 1700.00 6p News *WFLA :30 Commercial 2600.00 64 10/25 TH 06:15P 30 USPRTV25ACH 2600.00 6a News *WFLA :30 Commercial 1500.00 65 1 10/25 TH 06:10A USPRTV25ACH 30 1500.00 630p ET / 530p CT NBC Nigh *WFLA :30 Commercial 7000.00 66 0/25 TH 06:52P 30 USPRTV24ACH 7000.00 7p News *WF! A :30 Commercia1 USPRTV25ACH 2200.00 67 0/25 TH 07:24P 30 2200.00 7a Today Show *WF! A : 30 Commercial 2000.00 68 1 tO/25 TH 08:56A 30 USPRTV25ACH 2000.00 *WFLA 730p Entertainment Tonight :30 Commercial 2200.00 69 1 10/25 TH 07 · 54P 30 USPRTV25ACH 2200.00 30 Roci Thu 8-9p ET / 7-8p CT *WFI A :30 Commercial 3500.00 70 0/25 TH 08:21P USPRTV25ACH 1 30 3500.00 9a Today Show II *WFLA .30 Commercial 1050.00 71 0/25 TH 09:59A 1 30 USPRTV25ACH 1050,00 ip Days Of Our Lives *WFLA :30 Commercia1 600.00 92 0/24 WE 01:58P 30 USPRTV25ACH 600.00 10a News *WFLA :30 Commercial 275.00 93 1 0/24 WE 10:28A 30 USPRTV24ACH 275.00 Chicago F 10p ET / 9p CT Wed İr *WFLA :30 Commercial 10000.00 USPRTV25ACH 94 1 10/24 WE 10:28P 30 10000.00 1030a Extra *WFLA :30 Commercial 250.00 95 0/24 WE 10:424 30 USPRTV25ACH 250.00 M-Su 11b News *WFLA :30 Commercia! 2500.00 96 1 10/24 WE 11:14P 30 USPRTV25ACH 2500,00 1135p ET / 1035p CT Tonian *WFI A :30 Commercial 1300.00 97 11:57P USPRTV25ACH 1 10/24 WE 30 1300.00 *WFL.A 11a Daytime :30 Commercial 225.00 98 1 O/24 WE 11:184 30 USPRTV25ACH 225.00 12p Today Show III *WFLA :30 Commercial 400.00 99 0/24 WE 12:27P 30 USPRTV25ACH 400.00 M-F 2p Rachael Ray *WFI A :30 Commercial

PERIOD COST

171,490.00

450.00

750.00

1130.00

3p Doctors

M-F 4p Dr Oz

100

101

102

0/24 WE 02:40P

O/24 WE 03:54P

0/24 WE 04:38P

*WFLA

Continued

69 Total Units ACTUAL GROSS BILLING

NET DUE

AGENCY COMMISSION

30

30

30

164,990.00 24,748.50 140,241.50

USPRTV25ACH

USPRTV25ACH

USPRTV25ACH

:30

:30

Commercial

Commercial

Debits Credits SUB-TOTALS

TOTAL RECONCILING

450.00

750.00

1130.00

.00 6,500.00-6,500.00CR



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

WFLA I SS 10/28/12 E:063877280

ORDER TYPE

Political

WFLA

DEBIT/CREDIT

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

WFLA (Washington Dc) REP__: HRP Washington, DC SISP:

INVOICE NUMBER

PAGE BROADCAST MONTH 4 10/01/2012 - 10/2

REMARKS

American Crossroads/ Issue ADV_: American Crossroads PROD:

0100033188 SCHEDULE DATES

10/22/12-11/04/12

Standard Broadcast Month

REF#: 11 /27 /1257 Desc: Campaign Option Number 1, Booking1 TERMS: NET 30 DAYS. ACTUAL BROADCAST RECONCILIATION

OG / NEDOCE		100,550		- E	ACTUAL BROADCA	(S)	
DESCRIPTION PRICE	RT/SS# P	ER DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPT	TON PRICE
M-F 5p News				*WFLA		:30	Commercial
1700.00	103 1	10/24	WE	05:15P	30	USPRTV25ACH	1700.00
M-F 530a News				*WFLA			Commercial
550.00	104 1	10/24	WE	05:59A	30		550.00
M-F 530p News				*WFLA			Commercial
1700.00	105 1	0/24	WE	05:58P	30		1700.00
M-F 6p News				*WFLA	-		Commercial
2600.00	106 1	10/24	WE	06:15P	30		2600.00
M-F 6a News				*WFLA			Commercial
1500.00	107 1	10/24	WE	06:23A	30		1500.00
M-F 7p News		[-,		*WFLA			Commercial
2200.00	108 1	10/24		07:16P	30		2200.00
M-F 7a Today Show				*WFLA	•••		Commercial
2000.00				08:56A	30		2000.00
M-F 9a Today Show II				*WFLA			Commercial
1050.00							1050.00
Wed 9p ET / 8p CT La							Commercial
10000.00					30	UCDOTVOEACH	Commercial
Total Airtime Gross					30 00	USPKI VZSACH	10000.00
	טאי גייטעט	v pride.		,04,33	,0.00		

PERIOD COST

171,490.00

69 Total Units ACTUAL GROSS BILLING AGENCY COMMISSION

NET DUE

164,990.00 24,748.50 140,241.50

Debits Credits SUB-TOTALS

TOTAL RECONCILING

.00 6.500.00-6,500.00CR